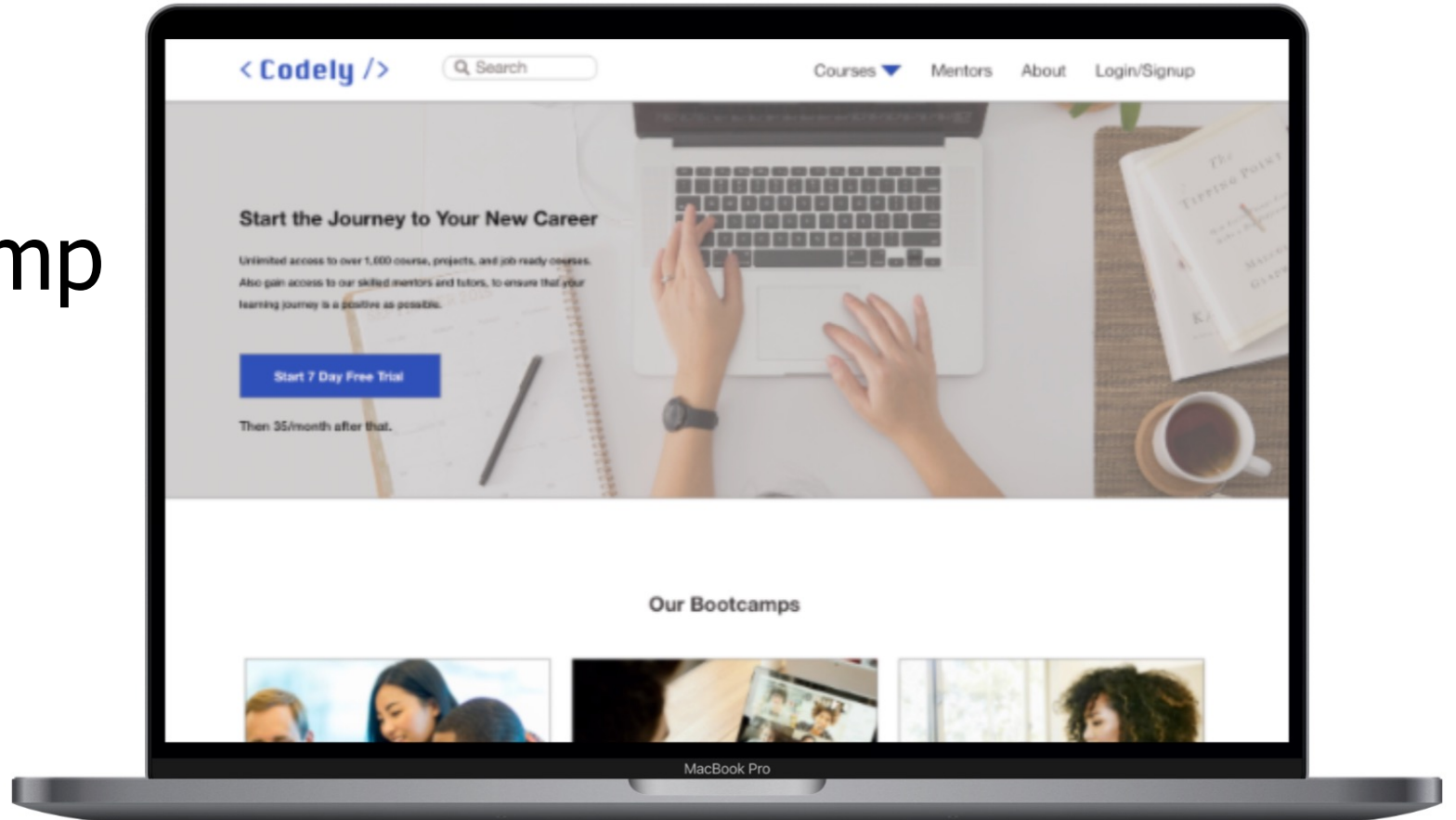
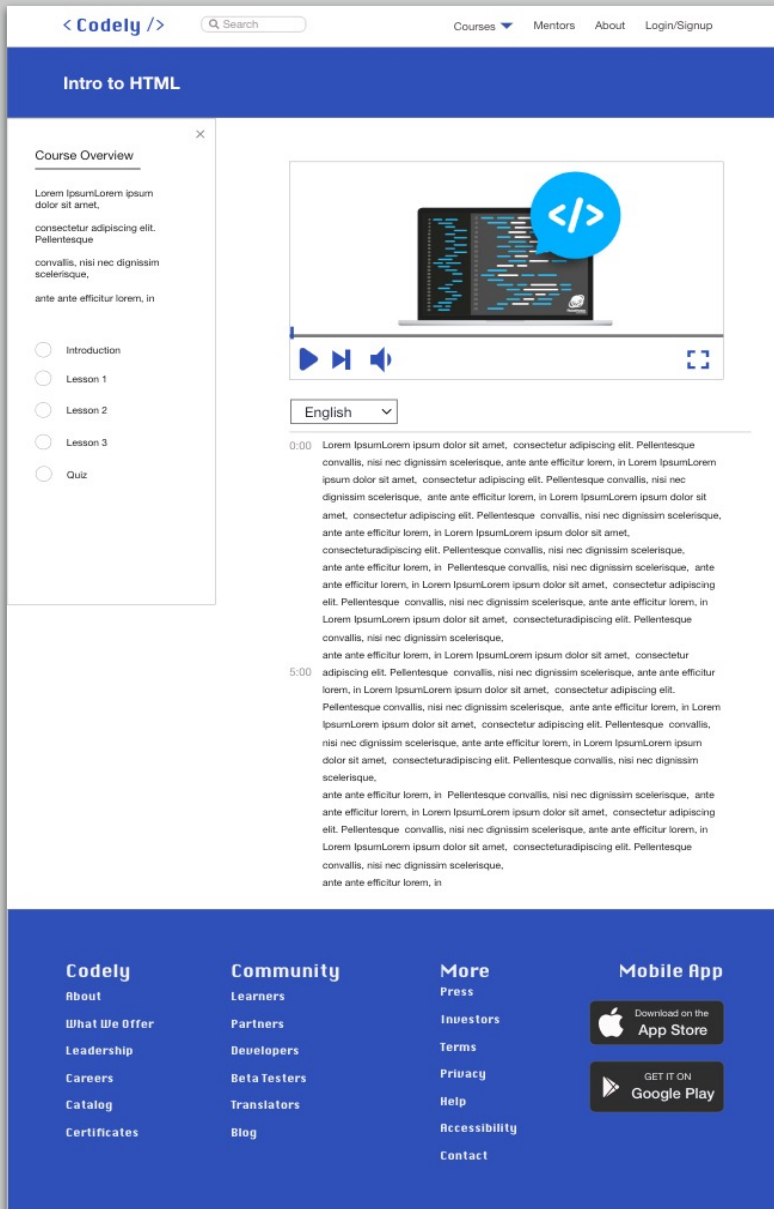


Codely Tech Bootcamp

Antione Hart
May 2021- Jun 2021





Project Overview

This is the second assignment from the Google UX Design course. This conceptual project is centered around creating a coding bootcamp experience that is enjoyable, supportive, and has a high rate of success.

The Goal

The goal for this project was to create a platform for users looking to break into the career of tech. Whether they are professionals looking for a career change or individuals looking to learn the skill to land their first job. Codely will provide its users the tools to be as successful as possible.

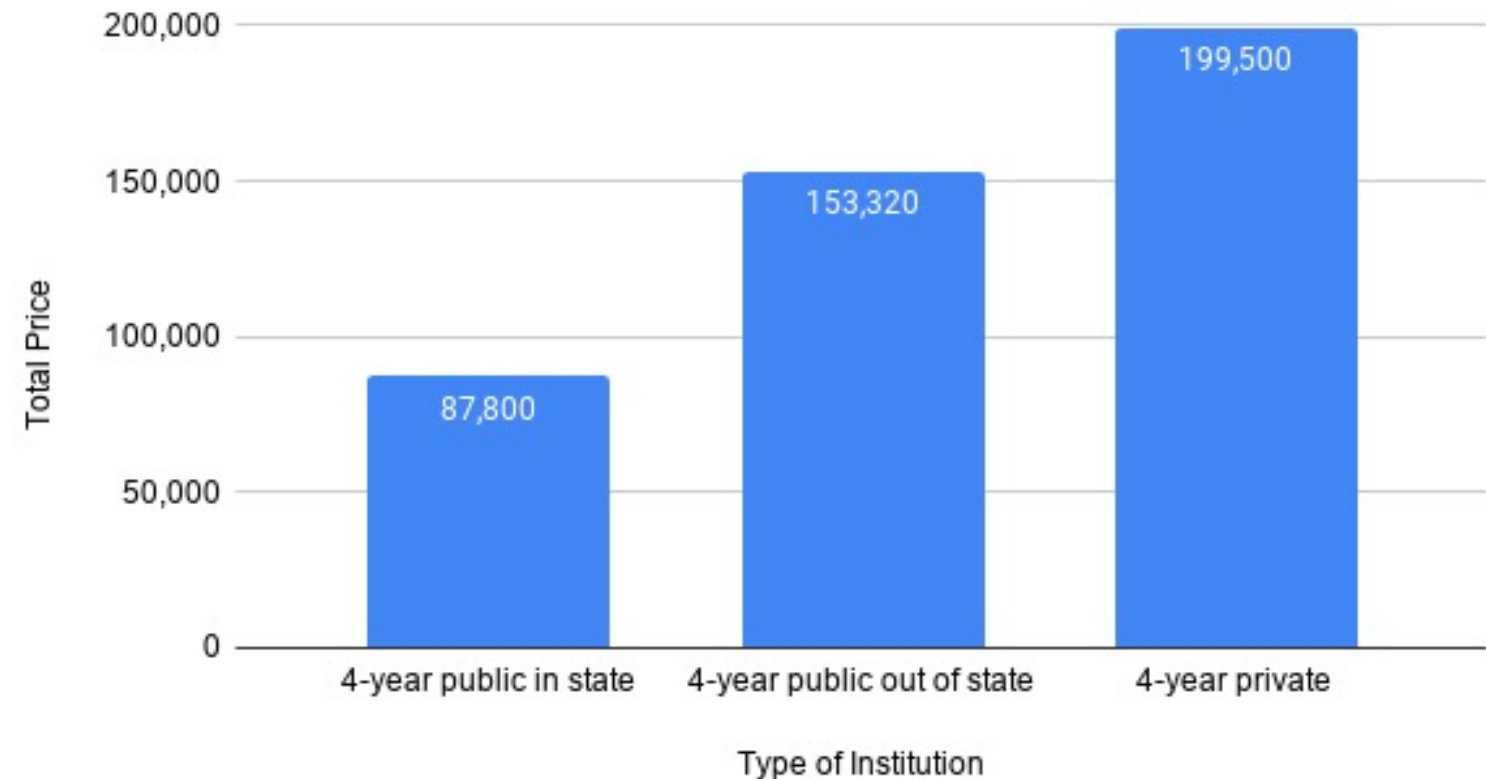
The Problem

The tech industry is growing at a rate where it is becoming increasingly more difficult to find qualified candidates. Nowadays individuals have various options when it comes to learning the necessary skills to be successful in this industry.

Hypothesis

By offering a platform that not only teaches the necessary technical skills, but also one that gives students the tools to thrive in their future positions. Codely can work towards filling many of the much-needed positions in this booming industry.

Total Price vs. Type of Institution



TowardsDataScience. com reported that these are the average cost of attending various universities within the United States

My Role

Lead UX Designer,
Branding, and UI Design

Tools Used

Adobe XD, Zoom, Miro,
Previewed, & pen and
paper



Methods Used

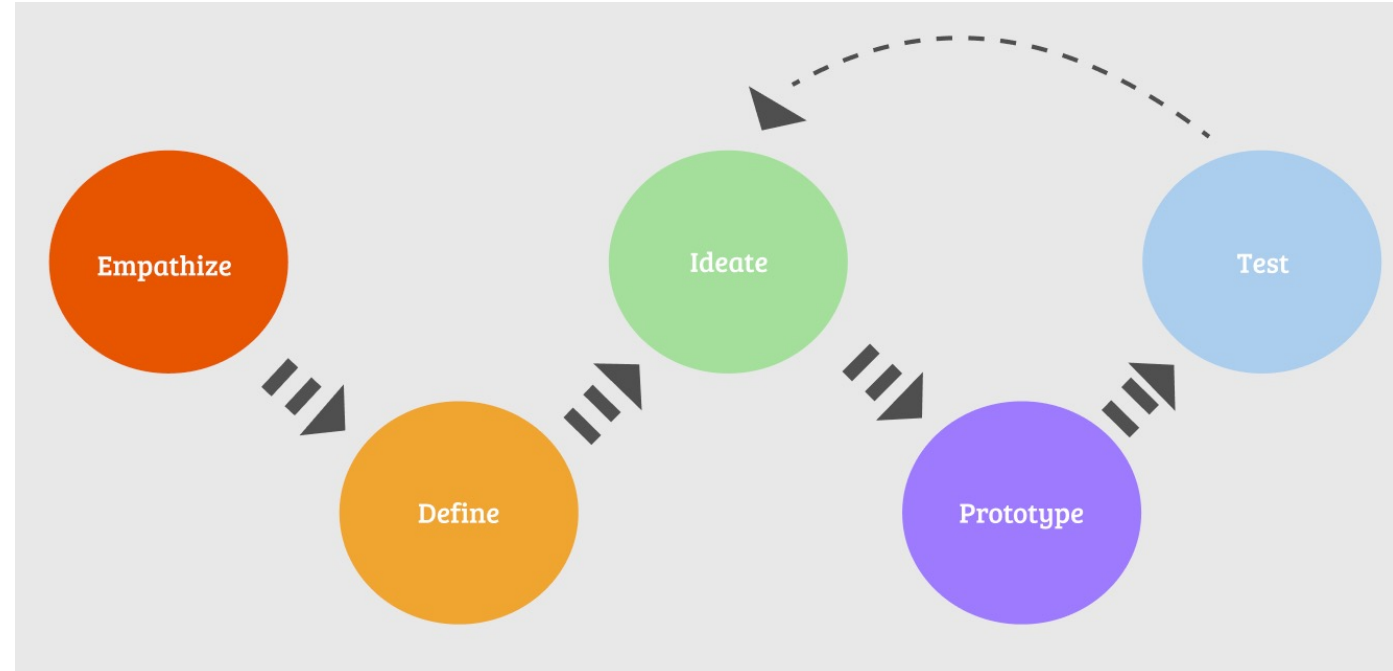
Competitive Research, HMW, User
Interviews, Empathy Map, User Persona,
User Flow, Sitemap, Problem Statement,
Sketching, Usability Testing

Responsibilities

I was the sole individual working on this
conceptual project. I was responsible for all
aspects of the design from conducting user
interviews, creating low and high-fidelity
prototypes, and reiterating on designs based
on feedback.

Understanding My Users

In order to better understand the needs of my users I utilized empathy maps, HMW's, personas, and user journeys. This not only helped me pinpoint my target user but also better understand their motivations and frustrations.



Empathy Map

This exercise was necessary to help me understand my users worries and ultimate goals.

Here are some major insights that I learned.

- Users felt overwhelmed with the number of tech stacks one can take.
- Many users need a flexible course that allows them to study and keep their current jobs.
- Many lack the validity of many certificate courses.



Persona

During the process of empathizing with my users I learned crucial information about their needs and desires.

- Many Users were intimidated by the tech industry.
- Users believed a college degree was necessary in order to land a high wage position.
- Individuals wanted a way to study while retaining their current employment.



"Im unhappy with my current position and need a change of pace."

AGE	24
JOB TITLE	Sales Associate
STATUS	Single
LOCATION	Munich, Germany

PASSIONATE

EMPATHETIC

CURIOUS

ADVENTUROUS

USER PERSONA

Megan

ABOUT

Megan is a sales associate at small firm located in Munich, Germany. Claire has always had a passion for learning new skills. When attending university, studying business, she took an introductory course on computer science. Although it interested her, she didn't believe this major would be a good fit. Now a few years into her career, she's realized she's made the wrong choice.

GOALS

- Find a bootcamp that will make her job ready but doesn't require her to quit her current job..
- Find a mentor who has gone through a similar career path.

PAIN POINTS

- There are too many softwares/stacks that forces her to spend time learning them
- Can only rely on the opinions of people that have gone through similar circumstances
- Needs to complete bootcamp while working sales job.

NEEDS

- Looking for a bootcamp that allows her to find a passion and focus specifically on it
- Receive feedback on her progress and path she needs to take.

PERSONALITY



User Journey



Happy

Neutral

Unhappy

Experience

Expectations

Need

Find

Explore

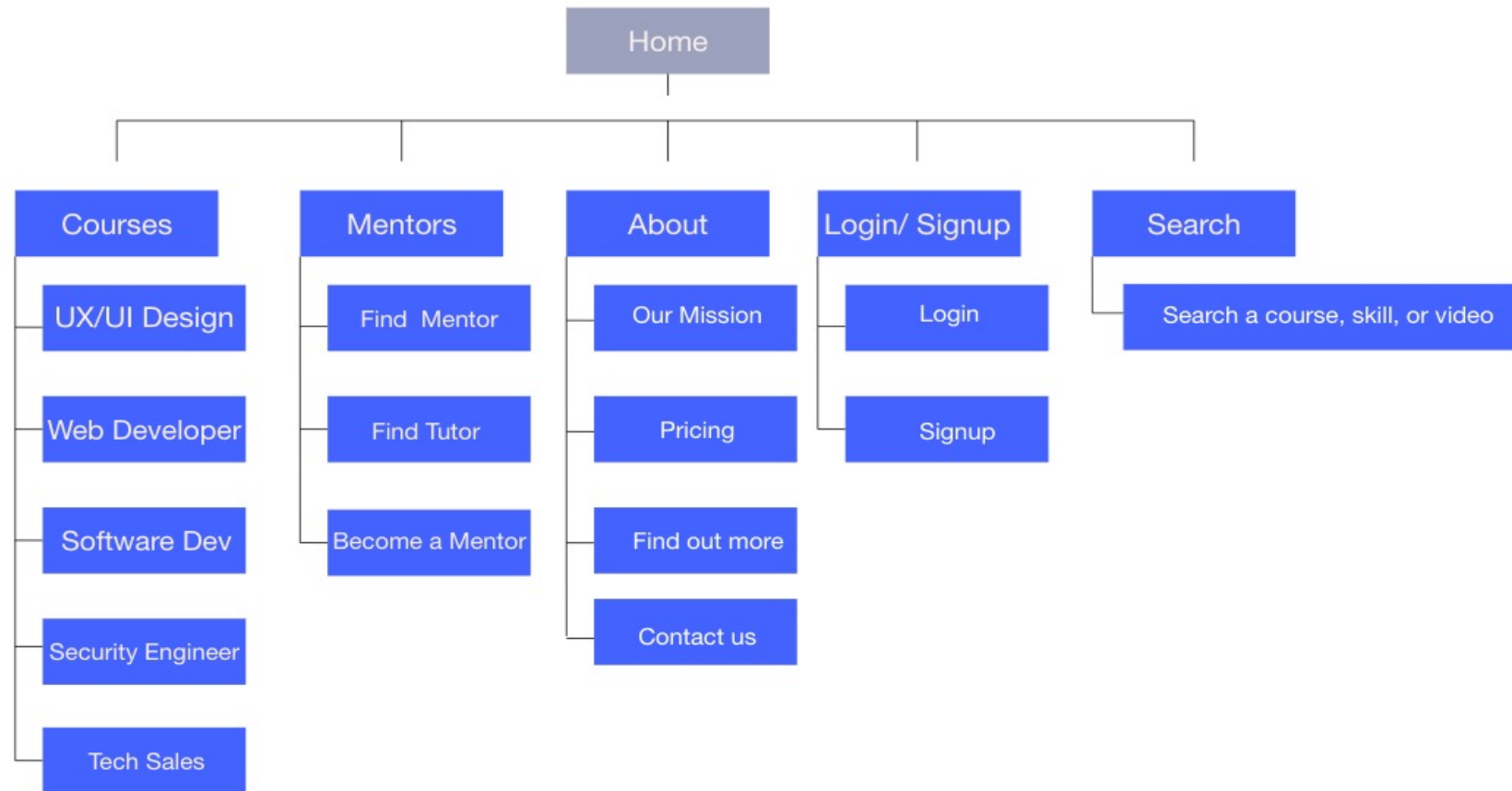
Payment

Study

Completion

	Need	Find	Explore	Payment	Study	Completion
Happy						
Neutral						
Unhappy						
Experience	<ul style="list-style-type: none"> Feeling stuck and unsatisfied at current position Confused about what steps are needed to make a career change? 	<ul style="list-style-type: none"> Google's options Finds Codely 	<ul style="list-style-type: none"> Check the category of courses they want and filters the list from various conditons Further research course and career opportunities Find the exact match 	<ul style="list-style-type: none"> Ability to choose various payment options. Experiences an intuitive and straightforward payment process. 	<ul style="list-style-type: none"> Depending on the expectaions the student fuifills assignments and lessons on their own terms In exceptional cases the customer is not satified by certian courses and provides feedback accordingly 	<ul style="list-style-type: none"> Student has successfully completed the course. Student has been been supported through the whole course by mentors and tutors Student begins prepping with career advisor.
Expectations	<ul style="list-style-type: none"> Unsure of next steps 	<ul style="list-style-type: none"> Quick and easy to find 	<ul style="list-style-type: none"> Sign up process will be smooth and effortless 	<ul style="list-style-type: none"> Solid communication and trust about vital information. 	<ul style="list-style-type: none"> Long and arduous journey but will definitely be worth the effort. 	<ul style="list-style-type: none"> Graduates are excited to begin the next chapter of their lives.

Sitemap



Insights

After a spending sometime getting to better know my users. I was able to produce some valuable insights as to how to create the most unique and serviceable products.

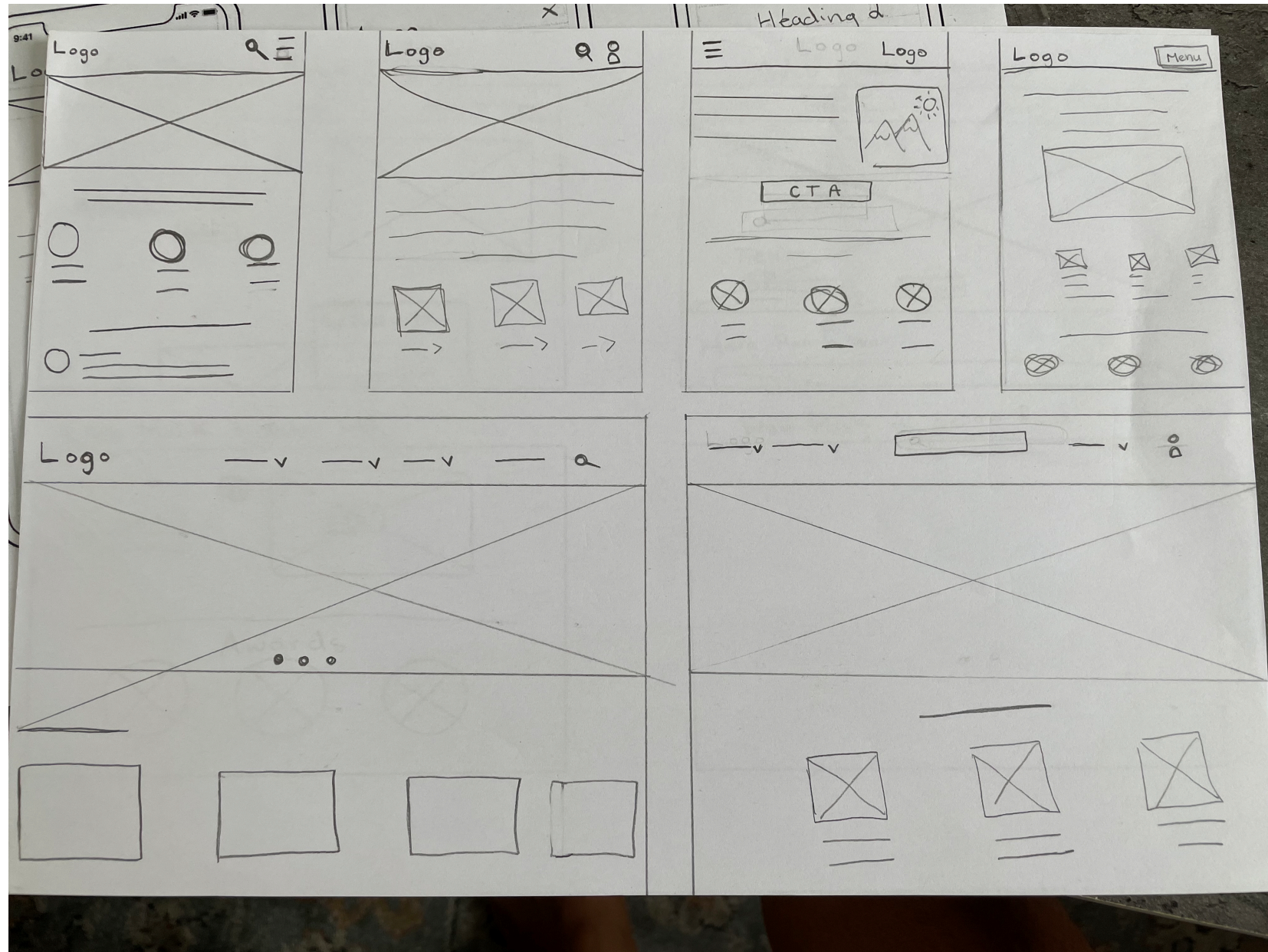
- Most of my target audience have an above average proficiency when dealing with the internet, so having a familiar and intuitive user flow will be appropriate.
- Having multiple payment options gives users the ability to confidently enroll in our program.
- By giving users access to tutors, mentors, and career advisors, Codely can ensure its students are as successful as possible.
- Providing different course tracks gives my users the option to choose what path will give them the most joy and success.

Paper Sketches

During the initial design phase, I was able to quickly iterate over various layouts and design patterns. My interview participants were able to offer invaluable feedback.

What I learned...

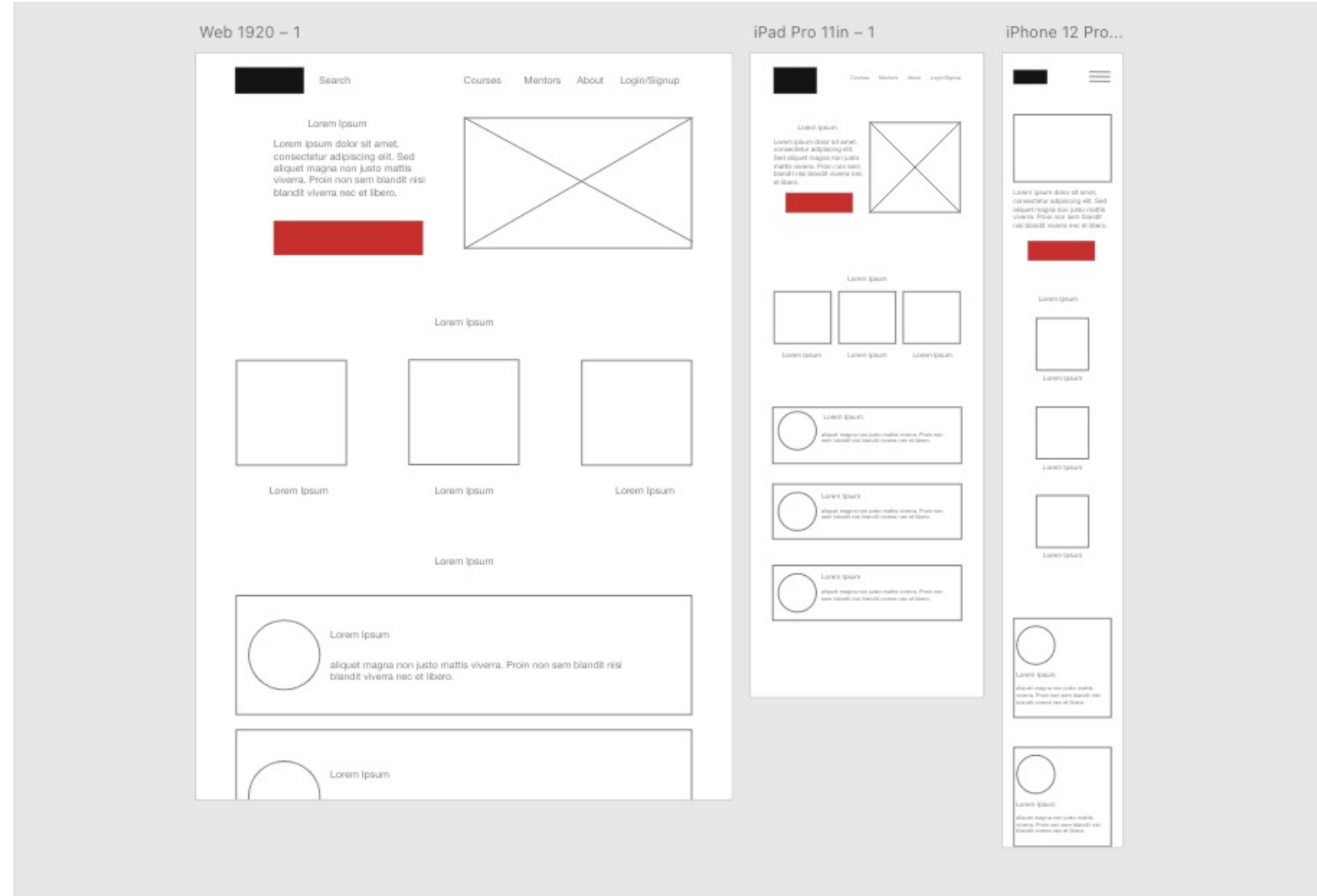
- Although this platform is meant to be utilized on a desktop, users wanted access to course material on the go.
- Having a simpler navigation design helped users navigate the site and complete their goal at a much faster rate.



Wireframes

After completing exercises like **Crazy Eights** and **How Might We**, I was able to iterate over many different ideas. Based on user feedback I was able to conclude that frames like these would benefit my users the most.

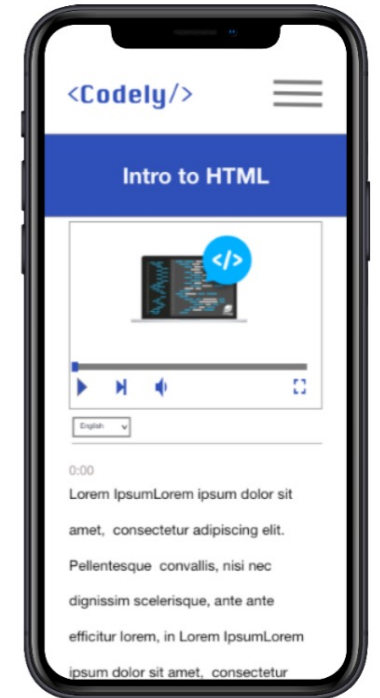
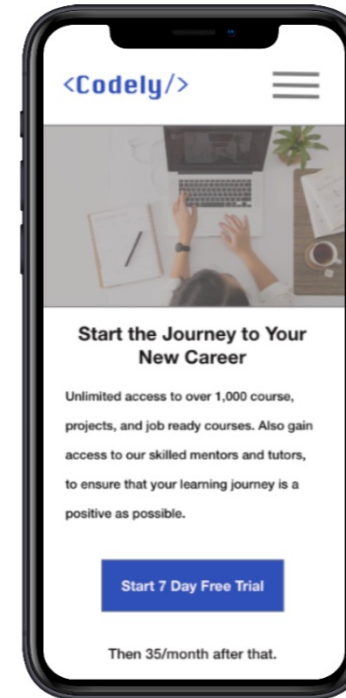
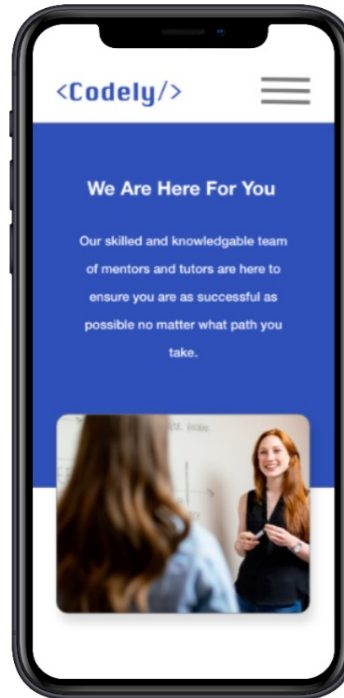
Even though this platform would be most beneficial on the web, I included other devices to offer more accessible options for my users. One other benefit would be continuity for my users who are constantly on the go.



iPhone Mockups

These mockups shows some of the most important pages for the user. They show the mentor information page, Codely home screen, and a lesson video.

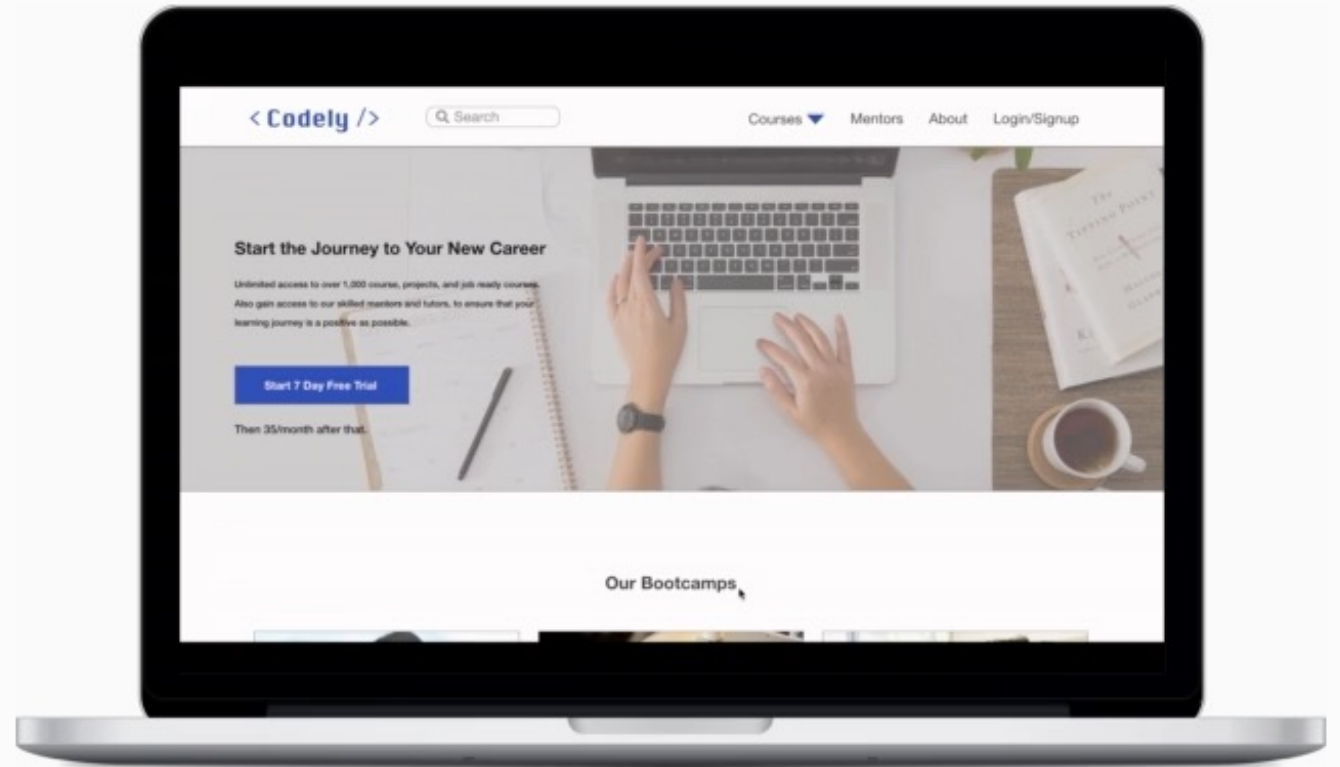
High-Fidelity Prototype



High-Fidelity Prototype

This High-Fidelity Prototype shows the flow a user would take to achieve their goal of signing up for a specific course, completing payment, and then finally starting the first lesson.

High-Fidelity Prototype



Conclusion

I was able to learn a lot from this project. Not only was I able to sharpen the skills necessary to be a skilled UX Designer, but I was also able to learn about my users. These new insights I collected allowed me to gain a connection with my users and try to present them with the best possible product.

Next time I would like to...

- Try to conduct in person interviews. I believe this would help me create a more proven user flow and sitemap.
- Create a more accessible design. My original target user was a typical able-bodied individual. This may show in my design. I would like to create a welcoming and inclusive product.